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6/2/52

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1952

january

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december

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JUNE 2, 1952</u>			
Monday June 2- June 20 9:00 A.M.; 11:00 A.M. Breakfast	PREVIEW OF FALL FASHIONS "Charm" Magazine Sifts Fall Fashions For Women Who Work" from the August-September tandem issues, "Best-Dressed Woman In The World". Featuring a promotion and display blueprint, daily at 9:00 A.M. and 11:00 A.M., breakfast, for buyers, merchandise managers, display directors, store promotion executives, buying offices. Contact: Charm Promotion, PL. 9-2080.	CHARM	1384 BROADWAY SHOWROOM-20TH FLOOR
Monday June 2 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION "The Flight Of Fashion"--Fall coats and suits of imported and domestic woolens by Willi will be presented to the press. By invitation only. <u>Daily showings for trade</u> , beginning Wednesday, June 4 at 11:45 A.M. followed by buffet luncheon. Publicity: Angeline Dougherty, MU. 5-3643.	WILL NEMEROV	500 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Monday June 2 12:00 Noon- 2:00 P.M. Luncheon	ROUND-TABLE DISCUSSION & LUNCHEON FOR PRESS Sylvan Rich will invite the press to a round-table discussion on "Making Ready-To-Wear More Ready To Wear". By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Monday June 2 2:30 P.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. Beginning Wed., June 4 at 10:30 A.M., trade showings of Frank Gallant collection, with Brigance group. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR
Monday June 2 3:45 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR SEPARATES "Lotte of Drewyn, U.S.A."--introducing new collection of career girl separates and spectator casualls for Fall. By invitation only. <u>Showings to trade</u> : beginning, Tuesday, June 3 at 1:00 P.M. and 4:00 P.M., daily. Publicity: Sidney Dee Bloeme, JU. 6-4490.	DREWYN, LTD.	1400 BROADWAY SHOWROOM-34TH FLOOR
Monday June 2 9:00 P.M. Black Tie	PREMIERE OF ITALIAN DESIGNER COLLECTION Fontana of Rome will present her first American collection at a formal premiere for press and resident buyers in the new Fontana-Tafel showroom. By invitation only. Publicity: Margot Stratton, LA. 4-2688.	FONTANA-TAFEL	530 SEVENTH AVENUE PENTHOUSE TERRACE
Beginning Monday June 2	OPENING OF FALL STOCKING COLLECTION Beautiful Bryans will present their Fall collection of stocking fashions to the press and trade. Publicity: Sally Cramer, PL. 9-2925.	BEAUTIFUL BRYANS	270 PARK AVENUE A-BLDG., SUITE 605



DATEWHAT'S GOING ONGIVEN BYWHEREFALL OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)MONDAY, JUNE 2

International Dress Co. . . . . 2:00 P.M.; thereafter 1400 B'way, LA. 4-7100  
10:30 & 2:00

TUESDAY, JUNE 3

Ben Barrack, Inc. . . . . Continuous showings. . . . . 533 7th, LO. 4-3923  
 Elfreda-Fox, Inc. . . . . 1:00 P.M. . . . . 498 7th, CH. 4-2659  
 A. Goodman & Co., Inc. . . . . 10:30 A.M. and 1:30 P.M. . . . . 530 7th, WI. 7-4077  
 Joseph Halpert, Inc. . . . . 4:00 P.M. . . . . 530 7th, WI. 7-7400  
 Horwitz & Duberman, Inc. . . . . 10:00 A.M.; 1:30 & 4:00 P.M. 498 7th, LO. 4-1860  
 Junior League Frocks, Inc. . . . . 10:30 A.M. & 2:30 P.M. . . . . 1372 B'way, WI. 7-3200  
 Paul Parnes Corp. . . . . 10:30 A.M. & 2:30 P.M. . . . . 498 7th, CH. 4-4600  
 Hannah Troy, Inc. . . . . 1:00 P.M. . . . . 530 7th, LO. 3-0988

WEDNESDAY, JUNE 4

Larry L. Aldrich Co., Inc. . . . . 2:30 P.M. . . . . 530 7th, CH. 4-1872  
 Ben J. Gam, Inc. . . . . 1:00 P.M. . . . . 530 7th, CH. 4-4129  
 Ben Reig, Inc. . . . . By appointment . . . . . 498 7th, CH. 4-1542

THURSDAY, JUNE 5

Capri Frocks, Inc. . . . . 2:30 P.M. . . . . 1372 B'way, WI. 7-7430  
 Fred Greenberg Dress Co. . . . . 10:30 A.M. & 2:30 P.M. . . . . 550 7th, LO. 4-5820  
 Nat Kaplan, Inc. . . . . 10:30 A.M.; 1:15 & 4:00 P.M. 498 7th, LO. 5-4115  
 David Levine Co. . . . . 10:30 A.M.; 2:30 & 4:00 P.M. 530 7th, LA. 4-0237  
 Herbert Sondheim, Inc. . . . . 10:30 A.M. and 2:30 P.M. . . . . 530 7th, LA. 4-7540  
 Frank Starr, Inc. . . . . 1:00 P.M. and 4:00 P.M. . . . . 530 7th, LA. 4-7690

FRIDAY, JUNE 6

Hansen Bang, Inc. . . . . 2:30 P.M. . . . . 498 7th, BR. 9-4020  
 Rudolf Gowns . . . . . 1:15 P.M. . . . . 530 7th, WI. 7-6865

MONDAY, JUNE 9

Deitsch, Wersba & Coppola . . . . . 10:30 A.M. . . . . 512 7th, PE. 6-6872

TUESDAY, JUNE 10

Grabois . . . . . 1:30 P.M. and 4:00 P.M. . . . . 498 7th, CH. 4-2767  
 Talmack, Inc. . . . . 1:00 P.M. . . . . 530 7th, BR. 9-1195

WEDNESDAY, JUNE 11

Ed Gerrick, Inc. . . . . 2:30 P.M. . . . . 550 7th, LO. 4-1820

THURSDAY, JUNE 12

Martin Simon, Inc. . . . . Continuous showings . . . . . 498 7th, LA. 4-2877  
 Contact: Leonard Gendler, executive secretary, CH. 4-6945.

OPENING OF FALL COLLECTIONS BY THE SPORTSWEAR GUILDMONDAY, JUNE 2

Sport-Craft, Inc. . . . . 2:30 P.M.; thereafter 10:30 & 2:30. . . . . 550 7th, LA. 4-9724  
 Star-Maid Dresses . . . . . 10:30 A.M. and 2:30 P.M. daily . . . . . 498 7th, PE. 6-0444

TUESDAY, JUNE 3

Adler & Adler, Inc. . . . . 10:30 A.M. daily . . . . . 550 7th, BR. 9-9600  
 Kane-Weill. . . . . 10:30 A.M. & 2:30 P.M. daily . . . . . 498 7th, LO. 5-3041  
 (Beginning June 5, 10:30 A.M. only)

WEDNESDAY, JUNE 4

Davidow . . . . . 10:30 A.M. daily . . . . . 550 7th, PE. 6-6909  
 David M. Goodstein. . . . . 10:30 A.M. & 2:30 P.M. daily . . . . . 550 7th, LA. 4-2577  
 (Beginning June 13, 10:30 A.M. only)  
 Mutual Rosenbloom . . . . . 12:00 Noon daily . . . . . 498 7th, CH. 4-6221  
 (Mary Stevens collection, Mon. June 2, at 1:30 P.M. daily)

THURSDAY, JUNE 5

Zoltan Rosenberg Co. . . . . 2:30 P.M. daily, by appointment. . . . . 550 7th, LA. 4-6691



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 2	OPENING OF FALL COLLECTION FOR JUNIORS Jerry Greenwald's Fall collection for juniors. Contact: LO. 5-4851.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
Week Of June 2	FALL AND WINTER BLOUSES AND SEPARATES Dorine Libert's collection of blouses and separates will be presented in her new showroom. Contact: EL. 5-2577. (Press preview, Thursday, June 12 at 4:30 P.M.--See Pg. 10). Publ.: Mildred Kaldor, MU. 9-5420.	DORINE LIEBERT	550 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Beginning Monday June 2	OPENING OF FALL COLLECTION Continuous daily showings of the Fall collection of Joset Walker Clothes. Contact: LA. 4-0960.	WALKER-MINCENBERG	1407 BROADWAY SHOWROOM-35TH FLOOR
Tuesday June 3-5 8:30 A.M. Breakfast	PRIVATE PREVIEWS OF FALL COLLECTION Private breakfast previews of Carolyn Schnurer's Fall line at 8:30 A.M. By invitation only. <u>Showings to the trade</u> , beginning Friday, June 6 at 12:30 P.M. daily (box luncheons). Contact: Lee Weber, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
Tuesday June 3 9:30 A.M.	PRESS PREVIEW OF FALL COLLECTION The Fall couture collection of daytime, cocktail and evening dresses and costumes, designed by Maria Krum, will be shown to the press. By invitation only. (Trade showings daily thereafter at 9:30 A.M. and 12:30 P.M.) Publicity: Helen Galland, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
Tuesday June 3 9:30 A.M. And 2:30 P.M.	SIXTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle's" preview of back-to-school fashions from the August College issue. By invitation only, for Mademoiselle's official tie-in stores. Contact: Nancy Sprott, Special Projects Department, PL. 9-2080.	MADEMOISELLE	HOTEL ROOSEVELT BALLROOM
Tuesday June 3 10:00 A.M. Show 12:30 P.M.	ANNUAL FALL FASHION CLINIC & LUNCHEON Exhibit of fabrics and fashions, to be advertised in the August and Sept. issues; also, a presentation of back-to-school fashions for children. Contact: Monroe B. Michels, promotion manager, MU. 5-4400.	PARENTS' MAGAZINE	HOTEL ASTOR GRAND BALLROOM
Tuesday June 3 10:00 A.M.; 3:00 P.M.	OPENING OF FALL COLLECTIONS Arkay Juniors, designed by Madeleine, at 10:00 A.M. and 3:00 P.M. daily; Margot Dresses, designed by Anne Fogarty, at 11:00 A.M. and 3:00 P.M. daily, 19th Floor. <u>Monday, June 9</u> : Junior Formals, designed by Rappi, at 11:00 A.M. and 2:00 P.M., 20th Floor. Contact: Miss Bruce Clark, LO. 5-2626.	ARKAY, MARGOT & JUNIOR FORMALS	498 SEVENTH AVENUE SHOWROOM-19TH FLOOR
Tuesday June 3 10:30 A.M.	OPENING OF FALL COAT & SUIT COLLECTION Showing of Arthur Jablow's Fall collection of dressmaker suits and coats. Daily thereafter at 10:30 A.M. and 2:00 P.M. Contact: PE. 6-7530.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday June 3 10:30 A.M.	OPENING OF FALL AND WINTER COLLECTION Daily at 10:30 A.M. & 2:00 P.M. Publicity: Mildred Kaldor, MU. 9-5420.-3-	DAN MILLSTEIN	205 WEST 39TH STREET SHOWROOM-11TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 3 11:00 A.M.	PRESS PREVIEW: NEW BRAS STYLED BY LILLY DACHE Nemo Foundations will invite the press to a preview of their new bra line, styled by Lilly Dache. By invitation only. Contact: Helen Gardner, Cecil & Presbrey, Inc., MU. 8-1234.	KOPS BROS., INC.	385 FIFTH AVENUE SHOWROOM-11TH FLOOR
Tuesday June 3 11:30 A.M.	SHOWING OF SUMMER FASHIONS B. Altman will present a collection of Summer fashions. Press invited. Open to public. Publicity: Jeanne O'Brien, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	3RD FLOOR
Tuesday June 3 12:00 Noon; 4:00 P.M.	FALL COLLECTION AT PRESS & TRADE SHOWS Vera Maxwell will present her Fall collection at 12:00 Noon and 4:00 P.M. daily. Contact: Janet Hutton, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM-26TH FLOOR
Tuesday June 3 12:30 P.M. Luncheon	ANNUAL GRADUATION LUNCHEON & AWARDS Fifteenth annual graduation and awards luncheon. By invitation only. Publicity: Beatrice Cannon, CH. 4-1219.	TOBE-COBURN SCHOOL OF FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Beginning Tuesday June 3 1:00 P.M. Luncheon	OPENING OF FALL SPORTSWEAR COLLECTION Janice Milan will present the Fall sportswear collection, designed by Selig Sidney, at daily showings. Buffet luncheon at 1:00 P.M., showing at 1:30 P.M. Publicity: Judith Sidney, LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Tuesday June 3 1:30 P.M.	PREVIEW: FALL COATS & SUITS BY DONALD NORRIS Dave Bellsey will present "Me And My Shadow"--Fall collection of Bellociano coats and suits, designed by Donald Norris. Also, new Fall collection of "Bellociettes", styled for five-feet-four and under. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	DAVE BELLSEY & CO.	512 SEVENTH AVENUE SHOWROOM-30TH FLOOR
Tuesday June 3 3:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Arnold & Fox will present the Fall collection of afternoon and cocktail dresses, designed by Miguel Dorian. By invitation only. <u>Trade showings:</u> June 4, 5, 10, 11, 12. Publicity: Pauline Greene, MU. 5-3164.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Tuesday June 3 4:00 P.M. Cocktails	FUR COLLECTION AT PRESS SHOWING Russeks Fifth Avenue will present a collection of wholesale furs for Fall and Winter. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	9TH FLOOR-WHOLESALE FUR SHOWROOM
Tuesday June 3 4:30 P.M.	OPENING OF FALL DRESS COLLECTION Daily showings of Raymond Marinelli's collection of cocktail and evening dresses for Fall. Continuous showings daily thereafter. Contact: PL. 7-2177.	RAYMOND MARINELLI	37 WEST 47TH STREET SHOWROOM-3RD FLOOR
Beginning Tuesday June 3	OPENING OF FALL SPORTSWEAR COLLECTIONS Frances Sider will present her two new Fall collections at informal daily showings and by appointment. Contact: Julie Isles, LO. 4-3323.	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR



## DATE

## WHAT'S GOING ON

## GIVEN BY

## WHERE

## ADVANCE SHOWINGS: 19TH NATIONAL PRESS WEEK (June 23, 1952)

The members of the N.Y. Dress Institute's Couture Group will hold Advance Showings of their Fall collections for the specifically invited News Syndicate, Magazine, and Foreign Press (for release during Press Week, which begins June 23). The press will make their own appointments, based on the following schedule of daily showings beginning:

June 3 . . .	2:30 P.M.	TOWNLEY (Claire McCardell) . . . . .	550 7th, LO.	4-2155
June 4 . . .	2:30 P.M.	BENDER & HAMBURGER . . . . .	498 7th, CH.	4-0450
June 4 . . .	10:30 A.M.	DAVIDOW . . . . .	550 7th, PE.	6-6909
June 4 . . .	10:30 A.M.	FRANK GALLANT (Brigance) . . . . .	205W.39, LA.	4-7286
June 4 . . .	1:00 P.M.	HANNAH TROY . . . . .	530 7th, LO.	3-0988
June 5 . . .	10:30 & 2:30	CAPRI FROCKS . . . . .	1372 B'way, WI.	7-7430
June 5 . . .	1:00 P.M.	ELFREDA-FOX . . . . .	498 7th, CH.	4-2659
June 5 . . .	2:30 P.M.	PAUL PARNES . . . . .	498 7th, CH.	4-4600
June 5 . . .	10:30 A.M.	BEN ZUCKERMAN . . . . .	512 7th, WI.	7-3764
June 9 . . .	10:00 A.M.	NETTIE ROSENSTEIN . . . . .	550 7th, BR.	9-6890
June 10 . . .	2:30 P.M.	HANSEN BANG . . . . .	498 7th, BR.	9-4020
June 10 . . .	10:30 A.M.	JANE DERBY . . . . .	785 5th, PL.	5-1830
June 10 . . .	10:00 A.M.	BEN REIG (Tues, Wed, Thurs. only) . .	498 7th, CH.	4-1542
June 10 . . .	10:30 & 2:30	HERBERT SONDHEIM (2nd wk, 10:30 only)	530 7th, LA.	4-7540
June 11 . . .	1:15 P.M.	OLEG CASSINI . . . . .	498 7th, BR.	9-5986
June 11 . . .	10:30 & 2:30	CEIL CHAPMAN (2nd wk, 2:30 only) . .	530 7th, LA.	4-5800
June 12 . . .	2:30 P.M.	ANTHONY BLOTTA . . . . .	498 7th, PE.	6-8412
June 12 . . .	10:00 A.M.	PHILIP MANGONE . . . . .	500 7th, PE.	6-2204
June 12 . . .	10:30 & 2:30	PATTULO-JO COPELAND . . . . .	498 7th, LO.	3-5650
June 13 . . .	10:30 A.M.	TRIGERE, INC. . . . .	550 7th, LO.	3-1600
June 16 . . .	10:30 A.M.	MONTE SANO & PRUZAN . . . . .	21 W.46, LU.	2-2317
June 16 . . .	12:00 Noon	MOLLIE PARNIS . . . . .	530 7th, BR.	9-5012
June 16 . . .	4:00 P.M.	SAMUEL WINSTON (Charles James) . . .	530 7th, CH.	4-2617
June 17 . . .	10:30 A.M.	MAURICE RENTNER . . . . .	498 7th, LA.	4-6968

Wednesday PREVIEW OF FALL STREET VOGUES, INC. 1385 BROADWAY  
 June 4 DRESS COLLECTION SHOWROOM-10TH FLOOR  
 10:00 A.M.- Informal presentation of a "baker's dozen" highlights from the Fall col-  
 12:00 Noon lection of dresses designed by Gertrude Rothschild for Street Vogues. By  
 invitation only. Trade showings: Continuous daily, beginning Tues., June  
 10. Contact: Evelyn Gudis, WI. 7-9165.

Wednesday PRESS PREVIEW: FALL GEORGE CARMEL, INC. 530 SEVENTH AVENUE  
 June 4 COATS AND SUITS SHOWROOM-15TH FLOOR  
 10:30 A.M. Special preview for press of George Carmel's collection of Fall coats and  
 suits. By invitation only. Trade showings: Beginning Thursday, June 5  
 at 10:30 A.M. and 2:30 P.M. daily. Publ.: Rosemary Sheehan, CI. 7-8060.

Wednesday OPENING OF FALL THE McMULLEN CO., INC. 475 FIFTH AVENUE  
 June 4 SPORTSWEAR COLLECTION SHOWROOM-4TH FLOOR  
 10:30 A.M. Showings at 10:30 A.M. and 2:30 P.M. daily. Publ.: Mary Lewis, MU.3-9560.

Wednesday COORDINATED SEPARATES KLEINERT'S HOTEL ASTOR  
 June 4 FOR INFANTS' WEAR (485 FIFTH AVENUE) GRAND BALLROOM  
 12:00 Noon Kleinert's annual showing of coordinated infants' wear and accessories,  
 Luncheon for ages 6 months to 1½ years. For buyers and press by invitation only.  
 Publicity: Virginia MacAuley, MU. 2-8891.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 4 12:00 Noon; 4:00 P.M.	FALL AND WINTER DRESS COLLECTION Fall and Winter dress collection at daily shows, 12:00 Noon (box luncheon) and 4:00 P.M. By invitation. Publ.: Mildred Kaldor, MU:9-5420.	VAN GOGH FASHIONS, INC.	530 SEVENTH AVENUE SHOWROOM-29TH FLOOR
Wednesday June 4 2:30 P.M.	BRIGANCE OF SPORTSMAKER FALL COLLECTION Sportmaker invites the press to their new showroom for a preview of the Fall collection of Brigance-designed blouses, separates and dresses for daytime and evening wear. By invitation only. Trade showings daily thereafter at 2:30 P.M. Contact: Isabelle Avrutov, LO. 3-1534.	SPORTSMAKER	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Wednesday June 4 3:30 P.M. Cocktails	FALL BLOUSE & SKIRT COLLECTION AT PREVIEW Casino's Fall collection of blouses and skirts for day and after-five wear. By invitation. Publicity: Margaret Hodge, CH. 4-0823.	CASINO CLASSICS, INC.	134 WEST 37TH STREET SHOWROOM-5TH FLOOR
Wednesday June 4 4:30 P.M. Cocktails	FASHION SHOW PREVIEW OF CAREER ISSUE Preview of "Glamour" Magazine's September 1952 Career issue, and announcement of winners of "Glamour" Survey, "Ten Girls With Taste." Press by invitation. Tickets limited to Glamour tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PLAZA GRAND BALLROOM
Thursday June 5 9:00 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Anna Miller's Fall collection of dresses and suits for daytime and cocktail wear at a breakfast preview for the press. Trade shows: Tuesday, June 10, at 2:30 P.M.; Wednesday, June 11, at 10:30 A.M. and 2:30 P.M., thereafter at 2:30 P.M. daily. Contact: Sally Wolf, CH. 4-3966.	ANNA MILLER & CO.	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Thursday June 5 9:30 A.M.	FALL LINGERIE AT PRESS PREVIEW Presentation to the press of Henson's lingerie collection for Fall. By invitation only. Opening for trade: Beginning, Monday, June 9, at continuous daily showings. Contact: Barbara Butler, LO. 4-5155.	HENSON LINGERIE	500 FIFTH AVENUE SHOWROOM-54TH FLOOR
Thursday June 5 11:00 A.M.	PREVIEW: SOPHIE READY-TO-WEAR Press preview of Fall and Winter Ready-to-wear, designed by Sophie of Saks 5th Ave., & Stephen Erklin. By invitation. Grace de Mun, FL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Thursday June 5 12:00 Noon Luncheon	MERCHANDISING SCHOOL GRADUATION LUNCHEON Graduates of the Laboratory Institute of Merchandising will be honored at a luncheon and reception. Contact: Shirley Carson, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF-ASTORIA SERT ROOM
Thursday June 5 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Harmay will present a press showing of their Fall dress and suit collection. By invitation only. Publicity: Pauline Greene, MU. 5-3164.	HARMAY, INC.	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Thursday June 5 3:00 P.M.- 6:00 P.M.	PRESS PREVIEW: FALL "ROLL-AWAY TOP" BAGS Park Lane Bags will introduce their "Roll-Away Top" bags at a special preview. By invitation only. Contact: Harry Schoenfeld, MU. 4-4587.	PARK LANE BAGS (SCHOENFELD & WOLF)	14 EAST 33RD STREET SHOWROOM-11TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 5 3:00 P.M.	SHOWING OF MATERNITY FASHIONS "Waiting For Baby"--presentation of maternity fashions by A&S. Press invited. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	8TH FLOOR . SPEC. EVENTS CTR.
Thursday June 5 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW OF FALL JEWELRY COLLECTION Press and resident buyers will be invited to a preview of the Kramer jewelry collection for Fall. <u>Showing at 4:30 P.M.</u> By invitation only. Publicity: Jonni L. Walker, LO. 4-1644.	KRAMER JEWELRY CO. (48 WEST 37TH STREET)	STORK CLUB 3 EAST 53RD STREET
Thursday June 5 4:00 P.M.	PRESS PREVIEW OF FUR COLLECTION The complete Christian Dior-New York Fall and Winter fur collection will be presented to the press. By invitation only. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
Thursday June 5 4:30 P.M. Cocktails	FALL COLLECTION AT BUYERS' PREVIEW The Fall collection by Georgia Bullock will be presented at a preview for buyers. By invitation only. Publ. Nona Jane Moore, LO. 5-4762.	GEORGIA BULLOCK, INC.	350 FIFTH AVENUE SUITE 5708
Friday June 6 9:00 A.M. Breakfast	FALL LINGERIE AT PRESS PREVIEW Breakfast preview for press of Munsingwear's lingerie collection and "Foundettes" for Fall. By invitation. Contact: Mary Woodman, MU. 9-7433.	MUNSINGWEAR, INC.	SAVOY PLAZA LE CHATEAU-11TH FL.
Friday June 6 11:00 A.M.	FALL COLLECTION AT PRESS PREVIEW Showing to the press of B. H. Wragge's collection for Fall. By invitation only. Publicity: Molly Porter, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Friday June 6 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Adler & Adler's press preview of the Fall collection, designed by Inez Filipo. By invitation. <u>Trade showings:</u> Beginning Tuesday, June 3 at 10:30 A.M. Publicity: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Friday June 6 4:00 P.M.	SHOWING OF CAREER GIRL FASHIONS A fashion showing of career girl fashions by McCall's Patterns for career girls in connection with National Secretary Week (June 1-June 6). Hats--Millinery Stabilization Commission. Coiffures--Joann Granat. By invitation only. Publicity: Betty Barras, MU. 6-4600.	MCCALL'S PATTERNS	315 FOURTH AVENUE REMINGTON RAND-10FL.
Monday June 9 9:00 A.M. and 4:00 P.M.	OPEN HOUSE FOR PRESS AND TRADE Open house and presentation of Fall scarf collection at breakfast, 9:00 A.M. to 11:00 A.M. <u>For trade:</u> 4:00 P.M. to 6:00 P.M., cocktails. By invitation only. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM
Monday June 9 9:30 A.M.	PRESS PREVIEW: CASUAL DRESSES & SEPARATES Liz Daly's first press showing of casual dresses and separates for Fall. By invitation. Continuous trade showings daily thereafter. Contact: LA. 4-4210.	LIZ DALY, INC.	1410 BROADWAY SHOWROOM-19TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 9 11:00 A.M.	PREVIEW OF FALL AND WINTER FUR COLLECTION Fredrica Furs (Arthur Schwartz, designer) Fall and Winter custom fur collection will be presented to the press. By invitation only. <u>Trade showings</u> , Tuesday, June 10 at 10:00 A.M., and daily thereafter. By appointment, contact: CH. 4-8685. Publicity: Mildred Kaldor, MU. 9-5420.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday June 9 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview of Fall coats and suits. Publ.: Donna Cannon, PL. 3-7072.	DELSON COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM-22ND FL.
Monday June 9 4:00 P.M. Cocktails	PREVIEW: PIERRE BALMAIN FALL COLLECTION Press preview of Pierre Balmain's American collection. By invitation only. <u>Trade showings</u> at 2:30 P.M., beginning <u>June 10</u> . Contact: CH. 4-2659	PIERRE BALMAIN- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Monday June 9 4:30 P.M. Cocktails	FALL COLLECTION OF "YOUNG VIEWPOINT" FASHIONS Ginsburg & Abelson will preview their Fall collection of "Young Viewpoint" fashions. By invitation only. Contact: Muriel Oggins, CH. 4-4131.	GINSBURG & ABELSON, INC.	PARK LANE HOTEL PARK AVE. & 48TH ST.
Monday June 9 7:00 P.M. Dinner	FALL SPORTSWEAR AT FASHION SHOWING Fall sportswear and After-Five fashions will be presented by the Woolknit Associates in cooperation with The Wool Bureau. Showing of "Wool-Dressed Globe Trotters"--dresses, suits, sweaters with original woolknit bathing costumes by American and European designers; also, exhibits of educational "behind-the-scenes" story of wool. Press by invitation. Tickets available to store executives, and buyers. Price: \$25.00. Director: Eleanor Kairalla. Publicity: Women's fashions, Margo Auerbacher, MU. 8-1172; Men's fashions, Lawrence Briggs, PL. 7-5092.	WOOLKNIT ASSOCIATES, INC. THE WOOL BUREAU	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday June 9	SHOWING OF FALL HANDBAG LINES Member manufacturers of the Ladies' Handbag Industry association will present complete collections of Fall handbags in individual showrooms. Publicity: Ruth Lundgren, MU. 6-0686.	NAT'L AUTHORITY FOR LADIES' HANDBAG INDUSTRY SHOWROOMS	INDIVIDUAL SHOWROOMS
Tuesday June 10 9:00 A.M. Breakfast	FALL FASHIONS AT PRESS & TRADE PREVIEW Fall and back-to-school fashions in ready-to-wear and accessories will be presented to the press and trade. <u>Showing at 9:30 A.M.</u> , at Powers Model Agency. By invitation. Contact: Merchandising Coordinates, MU. 8-8722.	JOHN ROBERT POWERS	247 PARK AVENUE 6TH FLOOR
Tuesday June 10 10:30 A.M.	PRESS & TRADE SHOWINGS OF FALL COLLECTION The Fall and Winter collection of Sylvan Rich and Martini Diminutives will be shown at 10:30 A.M., daily. Publ.: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH & MARTINI DIMINUTIVES	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Tuesday June 10 10:30 A.M.; 2:30 P.M.	OPENING OF FALL DRESS COLLECTION Daily showings of Varden Petite Fall dress collection at 10:30 A.M. and 2:30 P.M. <u>Press preview</u> : Tuesday, June 17 at 2:30 P.M. By invitation only. Publicity: Elsie Brandt, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 10 11:30 A.M. Box Luncheon	PRESS PREVIEW: FALL DRESS COLLECTION Kiviette will present her Fall collection of daytime, cocktail, and evening fashions to the press. By invitation only. <u>Trade showings</u> : Beginning Tues., June 10 at 10:30 A.M. and 2:30 P.M. daily; contact: PL. 7-8750. Publicity: Donna Cannon, PL. 3-7072.	KIVIETTE	15 WEST 47TH STREET SALON
Tuesday June 10 4:30 P.M.; June 11 12:00 Noon	PREVIEW OF FALL DRESS COLLECTION Norbert Jay's Fall dress collection will be presented in his new showroom on Tuesday, June 10, at 4:30 P.M. cocktails; and Wednesday, June 11, at 12:00 Noon brunch. By invitation. Publ.: Mildred Kaldor, MU. 9-5420.	NORBERT JAY	498 SEVENTH AVENUE SHOWROOM
Tuesday June 10 5:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION The Carol Stanley Fall collection of a "Gallery of Scarves and Handkerchiefs" at a cocktail preview for press and trade. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	H. I. HERZMAN, INC.	10 EAST 38TH STREET SHOWROOM
Tuesday June 10 5:30 P.M. Cocktails	FALL COLLECTION AT PRESS & TRADE PREVIEW Puritan Dress Company will present the "Forever Young" adaptations of French and Italian imports; and the Gloria Swanson fashion collection for Fall. By invitation. Publ.: Mathilde Kimball, or Bob Collin, PE. 6-7960.	PURITAN DRESS COMPANY	WALDORF-ASTORIA EMPIRE ROOM
Wednesday June 11 9:30 A.M. Breakfast	PREMIERE SHOWING OF FALL ENSEMBLES First showing of complete Fall clothes ensemble "From Head to Hem", designed by Walter Florell, at preview for press and trade. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Wednesday June 11 2:30 P.M.	PRESS PREVIEW OF FALL READY-TO-WEAR Elizabeth Arden will present her Fall ready-to-wear at a preview for the press. By invitation only. Daily trade showings thereafter at 2:30 P.M., 6th Floor. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Wednesday June 11 4:00 P.M.- 7:00 P.M. Cocktails	TWELFTH ANNUAL SEWING CONTEST FASHION SHOW Presentation of prize winning home-sewn garments, and awarding of prizes to eight national winners selected by fashion designers and editors. Showing of garments by non-professional dressmakers, which have won first prizes locally. By invitation. Publicity: Grace Turner, director, Women's Department, Win Nathanson & Assoc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday June 12 12:00 Noon Luncheon	PRESS CONFERENCE & SUN GLASS FASHION SHOW Sun Glass fashion show and tie-in with Nat'l Sun Glass Week (June 22-28). By invitation. Publicity: Gar Schmitt, Hill & Knowlton, LA. 4-1420.	L. J. HOUZE CONVEX GLASS COMPANY	ST. REGIS HOTEL ROOF & PENTHOUSE
Thursday June 12 3:00 P.M.	PREVIEW: FALL "AT-HOME" FASHIONS BY BRIGANCE A press preview of Fall "at-home" fashions, designed by Brigance for Tula; also, Tula's Fall collection. By invitation only. <u>Trade opening</u> on Wednesday, June 18, at 3:30 P.M. Contact: Miss Hope, MU. 9-3737.	TULA, INC.	105 MADISON AVENUE SHOWROOM-5TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 12 4:30 P.M. Cocktails	PRESS PREVIEW: FALL AND WINTER COLLECTION Preview of Dorine Liebert's Fall and Winter blouse and separates collection in her new showroom and celebration of her 10th Anniversary. By invitation only. <u>Trade showings</u> : Beginning, Monday, June 2, daily by appointment; contact: EL. 5-2577. Publicity: Mildred Kaldor, MU. 9-5420.	DORINE LIEBERT	550 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Thursday June 12 7:00 P.M. Dinner; 9:00 P.M. Show	ANNUAL FALL FASHION SHOW AND DINNER DANCE "Fashionable Beauties of '52"--Society of N. Y. Dress Designers will present their annual Fall fashion show at a dinner-dance. Dress optional. Tickets (including tax): \$20.00, dinner and show; \$10.00, balcony seats, show only. Contact: Belle Burke, LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	WALDORF-ASTORIA GRAND BALLROOM
Friday June 13 9:30 A.M. Breakfast	PREVIEW "CELEBRITEES" HANDKERCHIEFS Fall collection of "Celebritees" handkerchiefs at a breakfast preview. By invitation only. Publicity: Fran Healy, PL. 7-5809.	INT'L HANDKERCHIEF CO.	17 EAST 37TH STREET SHOWROOM-3RD FLOOR
Friday June 13 10:30 A.M.	OPENING OF FALL COLLECTION Pauline Trigere's Fall collection will be shown in the new Trigere showroom. Showings thereafter: Tuesday, June 17, Wednesday, June 18, and Thursday, June 19, at 2:30 P.M., promptly. By invitation only. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM-16TH FLOOR
June 15- June 19	CORSET AND BRASSIERE FALL MARKET WEEK, HOTEL McALPIN, 34TH ST. & BROADWAY Contact: Jed Sylbert, Executive Director, MU. 3-1593.		
Sunday June 15	FATHER'S DAY: Theme: "Happy Families Make A Peaceful World." Slogan: "Cheers For Dad--Toast of the Party." Contact: Alvin Austin, MU. 7-6952.		
Monday June 16 9:30 A.M. Breakfast	BREAKFAST PREVIEW OF FALL BRA FASHIONS Preview for the press of Lovable's collection of Fall bras. By invitation only. Contact: Hal N. Feit, MU. 6-7788.	LOVABLE BRASSIERE CO.	180 MADISON AVENUE MEZZANINE
Monday June 16 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL SUITS & DRESSES Edith Small will present her Fall collection of suits and gowns to the press. By invitation. <u>Showings to trade</u> for 3 weeks, beginning Monday, June 2. Publicity: Aileen Platt, TR. 6-1353.	EDITH SMALL ORIGINALS (LOS ANGELES, CALIF.)	HOTEL GOTHAM BALLROOM
Monday June 16 4:00 P.M. Cocktails	FUR FORECAST AND NEW FUR COLORS Hollander will present a forecast of colors, silhouette, price and news in furs for 1952-53. By invitation. Publ.: Rosemary Sheehan, CI. 7-8060.	HOLLANDER FURS	163 WEST 29TH STREET HOLLANDER COLOR ROOM
Monday June 16 6:00 P.M. Cocktails	PRESS & TRADE PREVIEW: FALL DRESS COLLECTION Presentation of Kay Windsor's dress collection for Fall at preview for press and trade. By invitation only. Contact: Bobbie Hahn, CH. 4-3866.	KAY WINDSOR FROCKS	LA VIE EN ROSE 123 EAST 54TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 17 9:30 A.M. Breakfast	PRESS PREVIEW: FALL & WINTER FUR COLLECTION Bernham Stein's Fall and Winter fur collection, designed by Bette Yokova. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	BERNHAM STEIN	660 FIFTH AVENUE SALON
June 17 2:30 P.M.	PRESS PREVIEW OF VARDEN PETITE'S FALL DRESS COLLECTION AT 530 7TH AVENUE (See Page 8 for June 10 Trade Opening).		
Tuesday June 17 4:30 P.M.- 7:00 P.M. Cocktails	LA TAUSCA'S FALL JEWELRY PREVIEW Fall collection of Majeska-designed pearl jewelry for La Tausca at semi-annual fashion presentation. Showing at 5:00 P.M. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER (L. HELLER & SONS)	HOTEL PLAZA MAIN BALLROOM
Wednesday June 18 11:00 A.M.	SEPARATES COLLECTION AT PRESS PREVIEW Presentation of formal separates for Fall at preview for press and trade. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	DOROTHY DICKERSON	19 WEST 57TH STREET SHOWROOM
Wednesday June 18 12:30 P.M. Luncheon	FALL FASHIONS BY NEW YORK DESIGNERS Waldes Slide Fasteners will present a preview of early Fall fashions, designed by members of the Society of New York Dress Designers, at a luncheon fashion show. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldes Publicity: Mrs. Haydon Ross Fields, fashion coordinator, EX. 2-3100. Waldorf Publicity: Madeleine Riordan, EH. 5-3000.	WALDES SLIDE FASTENERS	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday June 18 4:00 P.M.	PREVIEW: FALL JEWELRY MANUFACTURED BY KRAMER Christian Dior-New York, Inc. will present their Fall jewelry collection, designed by Christian Dior and manufactured by Kramer. By invitation only. Dior Contact: PL. 7-2024. Kramer Publ.: Jonni L. Walker, LO.4-1644.	CHRISTIAN DIOR NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM-7TH FLOOR
Thursday June 19 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING Chairmen: Nancy Maxwell and Elizabeth Ritter. Price \$5.00 for members; \$5.50 for guests (one per member). Contact: The Fashion Group, CI.7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday June 19 4:00 P.M. Cocktails	PREMIERE SHOWING OF FALL MILLINERY Premiere showing of Russ Russell Originals for O'Connell Hat Corporation. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	O'CONNELL HAT CORP.	SHERRY NETHERLAND CARNAVAL ROOM
Wednesday June 25 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Irene of New York invites the N. Y. press to a showing of her Fall millinery collection. By invitation only. Publ.: Maud G. Moody, LE. 2-4049.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Thursday June 26 10:00 A.M.	FALL MILLINERY AT PRESS SHOWING The press will be invited to a preview of Sally Victor's millinery collection for Fall. By invitation only. Publ.: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON

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 \*THEATRE PAGE WILL BE RESUMED AS SOON AS SPACE IS AVAILABLE\*  
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